

UW–Madison College of Agricultural and Life Sciences (CALs)

Photography and Video Services Policy

This document describes the photography and videography services offered by the CALs Office of External Relations. It is the role of the CALs visual communications specialist to capture photographs and video footage that support the news and communications goals of the office.

NOTE: External Relations shares photos through the [CALs Flickr archive](#) [link], where they are available to download. The archive is [searchable](#) [link]. Please credit any photos you use: “[Photographer’s Name]/UW–Madison CALs”

The CALs visual communications specialist will generally be assigned for the following purposes:

- When photos or video are needed or desired for the college’s news and marketing purposes, including publications, news releases, and college websites. Examples include: [Grow magazine](#), fundraising materials, [eCALs](#), and [cals.wisc.edu](#).
- When photos or video are needed for external media who request photos of CALs experts, events, or topics to accompany media stories.
- To provide photo or video documentation of certain annual or special college events. Examples include CALs Awards and CALs Honorary Recognition.
- To provide portrait sessions for CALs faculty, staff, and graduate students who need simple “headshots.” Two or three portrait sessions will be offered each year. Dates are announced in eCALs.

Please contact the Office of External Relations if you know of a CALs-related event, story, or photography need that aligns with the above purposes.

CALs adheres to [University Communications policies](#) and standards regarding permission and model releases, copyright, and digital manipulation. To ensure consistent quality and accuracy of our images, and due to limitations of transferring volumes of data that require specialized software to view and edit, External Relations cannot accommodate requests to release unedited collections of photos or video.

CALs adheres to UW–Madison’s policies relating to [digital accessibility](#) [link]. Public-facing videos must be closed captioned. CALs External Relations contracts with an [approved vendor](#) [link] for closed captioning, and recommends that other CALs units interested in outsourcing this service set up an account.

Need to borrow a camera? AV equipment, including cameras and video cameras, can be borrowed through the UW InfoLabs [Equipment Checkout System](#) [link].

For more information contact:

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